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SUPPLEMENT TO MONTHLY SURVEY OF LIFE INSURANCE SALES IN THE UNITED STATES

Using the New Monthly Survey

The new survey format may look radically different from the former "blue" report, but it contains much of the same information—if you know where to find it! A quick review is in order:

Ordinary Sales

The front page graphs summarize sales growth for all 125 contributing companies, with separate breakdowns for ordinary and combination companies. Four points to keep in mind about this page:

- The first graph shows 1985-1986 percent change, while the next two graphs show 1986/1985 growth ratios.
- "Current month" 1986 results are compared with the same month of 1985, while 1986 year-to-date results are compared with the same period of 1985.
- The raw data used to plot these three bar graphs are shown on the last page of the report. To calculate the exact growth ratios plotted, divide the 1986 results by the 1985 results.
- The ordinary company results are based on 104 ordinary companies and 10 ordinary departments of combination companies. The combination company results are based on the combination departments of the latter 10 companies plus the 11 combination companies that have no ordinary departments.

Policy characteristics based on ordinary and combination companies appear on the second page. This section includes a new feature for combination companies: Separate results are shown for debit ordinary and premium notice ordinary business.

Group Sales

The raw data used to plot these line graphs are also shown on the last page of the report.

Individual Products

This three-part section provides data on five types of ordinary life products: term, universal life (UL), variable life, variable universal life, and current-assumption whole life.

- Market share by product: The premium mix pie chart is based only on the results for 62 companies that report product splits for *all* of the specified products that they sell. The Supplement to the January issue lists the companies included in this chart.

  Because all contributors that sell UL report these sales results separately, UL market shares are also calculated as a percent of all 125 contributors. These results appear in a footnote to the market share chart.

- Policy characteristics by product: Results are based on differing numbers of companies, depending on the number of contributors providing separate data for that product type. The number of companies indicates only the number of companies *reporting* a product. For example, only 59 companies *report* separate term sales, even though it is likely that almost all of the 125 survey contributors sell term insurance.

- Growth ratios by product: As the legend implies, these results are based on the same companies included in the policy characteristics table.

Revisions

The survey data base is updated quarterly to reflect company corrections. The revised raw data for all previous months—including 1985—will be presented in quarterly supplements. This April supplement includes all revised data incorporated in the March issue. Look for subsequent revised data in the June, September, and December issues.

More Questions?

This report is *your* marketing information tool. Let us know if you have questions, comments, or suggestions about the monthly Sales Survey.

U.S. ORDINARY SALES
Revised through March 1986

125 Companies

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985
January	$ 436,870	$ 445,776	102%	$ 40,435,545	$ 40,600,178	100%	716,401	665,141	93%
February	425,131	425,942	100	40,282,619	41,356,539	103	747,198	730,040	98
March	471,772	464,196	98	45,122,102	44,810,448	99	840,375	790,565	94
April	471,957			45,938,376			852,564		
May	480,996			47,192,503			849,503		
June	454,957			44,244,468			793,242		
July	454,414			43,814,423			771,489		
August	461,465			43,748,109			774,409		
September	453,968			42,821,407			774,084		
October	552,189			50,064,241			858,123		
November	475,488			45,794,143			790,567		
December	686,488			56,037,099			862,976		
Year total	$5,825,695			$545,495,035			9,630,931		
Year to date	$1,333,773	$1,335,914	100%	$125,840,266	$126,767,165	101%	2,303,974	2,185,746	95%

114 Ordinary Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985
January	$ 363,342	$ 370,283	102%	$ 35,534,194	$ 35,363,891	100%	447,566	415,799	93%
February	342,639	340,315	99	34,441,405	34,957,320	101	453,056	431,170	95
March	376,010	370,724	99	38,259,157	38,049,213	99	503,385	467,994	93
April	369,305			38,769,616			504,389		
May	380,841			40,151,455			510,470		
June	361,067			37,468,200			481,558		
July	362,180			37,229,090			463,576		
August	367,637			37,045,499			460,995		
September	361,225			36,257,706			453,329		
October	452,674			42,948,539			535,613		
November	378,567			38,845,422			475,559		
December	585,446			49,003,365			555,830		
Year total	$4,700,933			$465,953,648			5,845,326		
Year to date	$1,081,991	$1,081,322	100%	$108,234,756	$108,370,424	100%	1,404,007	1,314,963	94%

21 Combination Companies and Departments

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985	1985	1986	Ratio 1986/1985
January	$ 73,528	$ 75,493	103%	$ 4,901,351	$ 5,236,287	107%	268,835	249,342	93%
February	82,492	85,627	104	5,841,214	6,399,219	110	294,142	298,870	102
March	95,762	93,472	98	6,862,945	6,761,235	99	336,990	322,571	96
April	102,652			7,168,760			348,175		
May	100,155			7,041,048			339,033		
June	93,890			6,776,268			311,684		
July	92,234			6,585,333			307,913		
August	93,828			6,702,610			313,414		
September	92,743			6,563,701			320,755		
October	99,515			7,115,702			322,510		
November	96,921			6,948,721			315,008		
December	101,042			7,033,734			307,146		
Year total	$1,124,762			$ 79,541,387			3,785,605		
Year to date	$ 251,782	$ 254,592	101%	$ 17,605,510	$ 18,396,741	104%	899,967	870,783	97%